



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

# Contract # 339148

**Schedule Dates** 10/30/12-11/06/12  
**Advertiser** Pol/R Casey/D/US Senate (16759)  
**Agency** Shorr & Associates (2909)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/R CASEY/D/SEN/PA (134170)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** D'ETTORRE, MICHAEL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** BOB CASEY :30 WK 10/30  
\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,.

**Date Entered** 10/29/12  
**Last Modified** 10/31/12  
**Entered By** Deb O'Keefe  
**CO-OP** Yes  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$12,360.00  
**Net Total** \$70,040.00  
**Sales Tax**

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Nov. 2012	63	\$82,400.00
<b>Grand Total:</b>	<b>63</b>	<b>\$82,400.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	7A- 8A (EST)		2	2	2	2				8	\$850.00	\$6,800.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/1	10/29/12
2.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	7A- 8A (EST)		2	2						4	\$850.00	\$3,400.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/1	10/29/12
3.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	8A- 9A (EST)		2	2	2	2				8	\$800.00	\$6,400.00	Pittsburgh (WPXI)	TODAY SHOW 8A-9A/	10/29/12
4.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	8A- 9A (EST)		2	2						4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	TODAY SHOW 8A-9A/	10/29/12
5.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5:59A- Channel 11 News 6am		1	1	1	1				4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	6AM NEWS	10/29/12
6.0	Normal Line / Spot	11/05/12-11/06/12	3	:30	5:59A- Channel 11 News 6am		1	1						2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	6AM NEWS	10/29/12
7.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	4P- Judge Judy 4p		1	1	1	1				2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	4P JUDGE JUDY	10/29/12
7.0.1	Closed Preempt	10/30/12															Pittsburgh (WPXI)	Program Change/Exception	
7.0.2	Closed Preempt	11/01/12															Pittsburgh (WPXI)	Political/Exception -	
8.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	4P- Judge Judy 4p		1							1	\$550.00	\$550.00	Pittsburgh (WPXI)	4P JUDGE JUDY	10/29/12
9.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5P- 5:30P (EST)		1	1	1	1				4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	5-530P NEWS	10/29/12
10.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	5:58P- Channel 11 News At 6pm M-F		1	1	1	1				4	\$1,300.00	\$5,200.00	Pittsburgh (WPXI)	6PM NEWS	10/29/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**Pittsburgh (WPXI)**  
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Nov. 2012 63 \$82,400.00  
Grand Total: 63 \$82,400.00

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11.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5:58P- Channel 11 News At 6pm M-F	1								1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	6PM NEWS	10/29/12
12.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	6:59P- Jeopardy	1	1	1	1	1				2	\$2,200.00	\$4,400.00	Pittsburgh (WPXI)	JEOPARDY	10/29/12
12.0.1	Closed Preempt	11/01/12															Pittsburgh (WPXI)	Political/Exception -	
12.0.2	Closed Preempt	11/02/12															Pittsburgh (WPXI)	Political/Exception -	
13.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	6:59P- Jeopardy	1								1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY	10/29/12
14.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	7:30P- WHEEL OF FORTUNE	1	1	1	1	1				4	\$2,200.00	\$8,800.00	Pittsburgh (WPXI)	WHEEL	10/29/12
15.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	7:30P- WHEEL OF FORTUNE	1								1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL	10/29/12
16.0	Revised Line / Prime	11/05/12-11/05/12	3	:30	7:57P- The Voice 8-10P	1											Pittsburgh (WPXI)	THE VOICE	10/29/12
16.1	Normal Line / Prime	11/05/12-11/05/12	4	:30	7:57P- The Voice 8-10P	1								1	\$5,250.00	\$5,250.00	Pittsburgh (WPXI)	THE VOICE	10/30/12
17.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1	1	1	1				4	\$2,700.00	\$10,800.00	Pittsburgh (WPXI)	11PM NEWS	10/29/12
18.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	10:59P- CHANNEL 11 NEWS AT 11P	1								1	\$2,700.00	\$2,700.00	Pittsburgh (WPXI)	11PM NEWS	10/29/12
19.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	8A- 10A (EST)	1							1	1	\$500.00	\$500.00	Pittsburgh (WPXI)	SUN AM NEWS 8A-10A	10/29/12

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20.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	5P- 5:30P (EST)	1		1						1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	5-530P NEWS	10/29/12
21.0	M/G For 7.0.1 / Spot	10/30/12-10/30/12	3	:30	4P- Channel 11 News 4-5P			1						1	\$550.00	\$550.00	Pittsburgh (WPXI)	NEWS 4-5P/MKGD	10/29/12
22.0	M/G For 12.0.1,12.0.2 / Spot	11/02/12-11/02/12	2	:30	6:59P- Jeopardy					1				1	\$3,350.00	\$3,350.00	Pittsburgh (WPXI)	JEOPARDY	10/31/12
23.0	M/G For 7.0.2 / Spot	11/02/12-11/02/12	2	:30	4P- Judge Judy 4p					1				1	\$825.00	\$825.00	Pittsburgh (WPXI)	4P JUDGE JUDY	10/31/12
24.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	11:59A- Channel 11 News At Noon					1				1	\$750.00	\$750.00	Pittsburgh (WPXI)	Noon News	10/31/12
25.0	Normal Line / Spot	11/02/12-11/02/12	5	:30	4A- Early Today					1				1	\$25.00	\$25.00	Pittsburgh (WPXI)	Early Today	10/31/12

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